

## ORDER



Fox 30 JAX

**Orders**  
**Order / Rev:** 48668  
**Alt Order #:** 09782913  
**Product Desc:** AFP  
**Estimate:** 1873  
**Flight Dates:** 08/28/12 - 09/03/12  
**Original Date / Rev:** 08/10/12 / 08/10/12  
**Order Type:** GENERAL

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Americans for Prosperity  
**Demographic:** A35+  
**Product Codes:** Issues/Propositions  
**Priority:** P-2  
**Revenue Codes:** AGY, POL-ISS, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	6	\$2,320.00	\$1,972.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	6	\$2,320.00	\$1,972.00	0.00
<b>Totals</b>	<b>6</b>	<b>\$2,320.00</b>	<b>\$1,972.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
Fox 30 JAX	5%	\$2,320.00
Market	100%	\$46,400.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	30%	\$13,920.00
WJXX	8%	\$3,712.00
WTEV	27%	\$12,528.00
WTLV	30%	\$13,920.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAWS	08/28/12	08/31/12	M-F 1030p-11p	CM	10:30 PM-11:00 PM	-TWTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
				M-F 1030p-11p											
	FOX 30 NW1030P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/27/12	09/02/12	-TWTF--		3		\$300.00		0.00					
E 2	WAWS	09/01/12	09/02/12	Sa-Su 10p-1030p	CM	10:00 PM-10:30 PM	-----SS	:30	2	\$560.00	P-2	0.00	NM	2	\$1,120.00
				Sa-Su 10p-1030p											
	FOX 30 NEWS 10P SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/27/12	09/02/12	-----SS		2		\$560.00		0.00					

**Fox 30 JAX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WAWS	09/01/12	09/02/12	Sa-Su 10p-1030p Sa-Su 10p-1030p	CM	10:00 PM-10:30 PM	-----SS	:30	2	\$560.00	P-2	0.00	NM	2	\$1,120.00
FOX 30 NEWS 10P SAT															
E 3	WAWS	09/03/12	09/03/12	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	PM-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
FOX 30 NEWS 1030P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/03/12	09/09/12	M-----			1			\$300.00			0.00		
													Totals	6	\$2,320.00